REMARKS

Claims 1-3 and 5-25 are pending in the present application. Claims 9-22 and 25 have been withdrawn from consideration as being drawn to a non-elected invention. Claims 1-3, 5-8, 23 and 24 were rejected under 35 USC 103(a) as being unpatentable over Jennel '536 in view of Hinton '407.

With respect to the rejection of claims 1-3, 5-8, 23 and 24 under 35 USC 103(a) as being unpatentable over Jennel in view of Hinton, the applied references are not believed to anticipate or make obvious the specific features required by the claimed invention. Claim 1 relates to a method of producing a personalized package wrapper that comprises at least one user submitted image. The method of claim 1 comprises the steps of displaying the user submitted image in a display area of an imaging device (see Fig. 4, image 40); providing a window on the image to produce a windowed image, with the window being movable relative to the image, and the windowed image comprising at least a portion of the image (see Fig. 4, window 42 on image 40, and windowed image 44 of Figs. 6 and 7); displaying a package wrapper image that includes a representation of at least a portion of a package wrapper that includes the windowed image thereon (see Fig. 7, portion of package wrapper 48); selecting a package wrapper size (see Fig. 7, selection means 46); and performing at least one of a printing of the package wrapper with the windowed image thereon, a transmitting of the package wrapper image, and a storing of the package wrapper image (see pages 8-10 of application).

The reference to Jennel relates to an arrangement in which images are pre-stored, and thus, is different from the present invention where unique images are provided by consumers at the time of creating a personalized package wrapper. More specifically, the reference to Jennel relates to a high volume arrangement in which a web of material can be partitioned into predetermined sections which can eventually be fabricated into individual packages. The invention of Jennel provides for an apparatus to print a color digital image on each section of a wrapper. For this purpose, in Jennel an electronically storable and retrievable digital image 36a or 36b is generated at an image generator 22. The image generator 22 may be at a site away from a printing site 24. The image generator 22 can be connected to the printing site via a data transfer device 28 capable of transmitting digitally generated images electronically. The digital printing system of Jennel permits the image 36a or 36b to be directly printed on a section of a web of packaging material 26a. As noted on page 2 of the Office Action, the reference to Jennel does not disclose that a user submit an image to produce a windowed image or that the window is movable relative to the image. Therefore, the reference to Jennel does not show or suggest the steps of displaying

a user submitted image in a display area of an imaging device; and providing a widow on the image to produce a windowed image, with the window being movable relative to the image, and the windowed image comprising at least a portion of the image.

Also, on page 2 of the Office Action it is stated that Jennel discloses the step of displaying at least a portion of the package wrapper that includes an image thereon and reference is made to Figs. 1 and 2 and elements 26a and 26b of Jennel. Applicants respectfully disagree with this characterization of Figs. 1 and 2 of Jennel. Figs. 1 and 2 of Jennel disclose a digital printing system 20. In the embodiment of Figs. 1 and 2 of Jennel, an image 36a, 36b is shown on the display of the system 20. There is no showing or suggestion in Figs. 1 and 2 of Jennel that a portion of a package wrapper that includes an image thereon is to be shown on the display of the system.

On page 5 of the Office Action, it is stated that the reference to Jennel discloses a package wrapper image represented in a window image "via images 36a and 36b on display 22". Applicant notes that in Jennel, an image generator or display 22 is connected to a printing site 24 via a data transfer device 28. Figs. 1 and 2 of Jennel further show that downstream of printing site 24, a digital graphic image 36a, 36b can be printed. It is noted that each of the images 36a and 36b shown on material 26a and 26b are illustrated as a product of the printing site 24. There is no showing or suggestion in Jennel that a user utilizing the system of Jennel has an opportunity to display a package wrapper image that includes a representation of <u>at least a portion of a package wrapper and a windowed image on the display</u>. Therefore, absent Applicant's disclosure, there would be no showing or suggestion of the feature of the present invention as illustrated in, for example, Fig. 7 of the present application, where a windowed image 44 and a portion of a package wrapper 48 can be shown on a display. In Jennel, the full image 36a, 36b is shown on a display. Thereafter, the image is sent to a printing site 24 where the image 36a, 36b can be provided on package wrapper 26b. That is, wrapper 26b and image 36a, 36b of Jennel are described and illustrated in Figs. 1 and 2 as being a product of the printing site. There is no showing or suggestion in Jennel that the display is to display a windowed image and a portion of a package wrapper image as required by the claimed invention.

Therefore, the reference to Jennel does not show or suggest the claimed concept of displaying a package wrapper image that includes a representation of at least a portion of a package wrapper that includes the windowed image thereon as shown, for example, in Figs. 7 and 8 of the present application. In Jennel, the image as a whole is displayed on display 22, and that image is sent to a site for printing. There is no showing or suggestion in Jennel of

a preview of a package wrapper which includes the representation of a least a portion of a package wrapper that includes the windowed image thereon as required by the claimed invention.

The reference to Hinton was cited to show the concept of a user submitted image to produce a windowed image. Applicant notes that the reference to Hinton does not correct the deficiencies of Jennel with respect to the claimed invention. More specifically, the reference to Hinton is directed to the concept of combining an image with a border, and providing each border with the ability to be deactivated and activated based on expiration dates. Page 2 of the Office Action refers to Figs. 2-5 and col. 2, lines 59-62 of Hinton as showing a user submitted image and the production of a windowed image. Applicant notes that this section of Hinton as well as the remaining description in Hinton is not believed to describe or suggest this feature of the present invention. More specifically, the reference to Hinton provides for the input of an image 24 in a manner where it can be displayed on a display 20 (Fig. 2). As shown in Fig. 2, the image 24 can be displayed within a border 21. Thereafter, the customer can print the image with the border. There is no showing or suggestion in Hinton of a windowed image as shown in Fig. 5 of the present application. More specifically, in the present invention, window 42 can be provided within image 40 to create windowed image 44. The present invention provides for the ability to move the window 42 to select a specific windowed image that can be a portion of the submitted image. That windowed image 44 can then be used to produce a package wrapper as shown in Figs. 7 and 8. This is different from Hinton which basically provides an image 24 with a border 21. There is no showing or suggestion in Hinton that a window is to be provided on a portion of image 24. Also, absent Applicant's disclosure, one having ordinary skill in the art would not have modified the reference to Hinton to provide for the claimed arrangement.

Therefore, the reference to Hinton does not show or suggest the steps of claim 1, including the concept of displaying a user submitted image in a display area; providing a window on the image to provide a windowed image, with the window being movable relative to the image, and the windowed image comprising at least a portion of the image; and displaying a package wrapper image that includes a representation of at least a portion of a package wrapper that includes the windowed image thereon. Further, absent Applicant's disclosure, one having ordinary skill in the art would not have been motivated to combine Jennel and Hinton to achieve the claimed invention, since neither reference shows or suggests the specific method of producing a personalized package wrapper as required by claim 1.

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Additionally, even if Hinton and Jennel were combinable, the teaching of the combination would be to enable the placement of a border around an entire user submitted image. There would be no showing or suggestion of the specific method of claim 1 with respect to a windowed image and the production of a personalized package wrapper. Further, as noted above, Jennel simply shows the concept of displaying an image and sending an image to a printing site for the purposes of placing it on a wrapper. There is showing or suggestion in Jennel of the specific method of claim 1 with regard to a personalized package wrapper that involves a windowed image.

On page 5 of the Office Action, it is suggested that the reference to Hinton discloses the "teaching of moving window to choose a border image", and therefore, it would be obvious to modify Jennel with Hinton's "moving window to simply the step of choosing an image to be printed on the wrapping paper". Further, in the paragraph bridging pages 5 and 6 of the Office Action, it is suggested that Hinton discloses "the teaching of moving window to choose a border image". Again, Applicant notes that the reference to Hinton does not show or suggest the windowed image feature as required by the claimed invention and described in the present specification. That is, in Hinton, an image is inputted to the display 20 and, thereafter, a customer can access thumbnail files of available borders. The customer can select one of the borders for viewing with the displayed image 24. Once the composition of the bordered image is acceptable, the customer can select to print the image. There is no showing or suggestion in Hinton or Jennel of providing an image 40 on a display as shown in Fig. 4 of the present application; and providing a specific window 42 on the image as shown in Fig. 5 of the present application. This feature permits a customer to move window 42 around the entire image to select a specific portion of the whole image that is to be used for the package wrapper. This feature is not shown or suggested in the applied references. Accordingly, contrary to what is set forth in the paragraph bridging pages 5 and 6 of the Office Action, the reference to Hinton is not believed to show or suggest the concept of moving a window within an image, since the reference to Hinton specifically sets forth that an image is placed on a display and then a customer chooses from a plurality of border images for the composite image. Absent Applicant's disclosure, there would have been no motivation to combine Hinton and Jennel as suggested in the Office Action, and, even if combinable, the combination would not show or suggest the specific features required by the claimed invention and discussed above.

Accordingly, Jennel and Hinton, whether considered individually or in combination, are not believed to show or suggest the features of claim 1.

Claims 2-3, 5-7, 23 and 24 depend from claim 1 and set forth further unique features of the invention which are also not believed to be shown or suggested in the applied references. Accordingly, these claims are also be allowable.
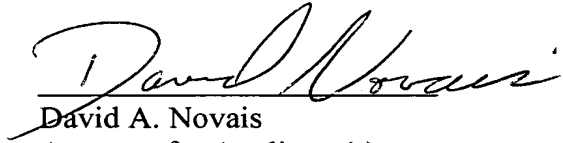
Claim 8 relates to a method of producing a personalized package wrapper that includes the steps of providing a window that is movable relative to an image provided by a user to produce a windowed image; forming a package wrapper image that comprises a representation of at least a portion of a package wrapper with the windowed image provided thereon; displaying the representation of the portion of the package wrapper comprised of the windowed image; selecting a package wrapper size; and performing at least one of a printing of the package wrapper with the windowed image thereon, a transmitting of the package wrapper image, and a storing of the package wrapper image at the selected package wrapper size. As noted above with respect to claim 1, the reference to Jennel does not show or suggest the combination of a user submitted image and the placement of a window relative to the image to produce a windowed image which is a portion of the image, wherein the window is movable relative to the image. The reference to Hinton does not correct the deficiencies of Jennel with respect to the claimed invention. More specifically, Hinton discloses the concept of placing an image within a border but does not show or suggest the specifics of the present invention for producing a personalized package wrapper; wherein a window is placed on an image to produce a windowed image, with the window being movable relative to the image. Therefore, even if combinable, Jennel and Hinton would not show or suggest the claimed features of the present invention. Further, absent Applicant's disclosure, one having ordinary skill in the art would not have combined the above-noted references to achieve the claimed invention, since neither reference shows or suggests the features of claim 8 as noted above.

With the arrangement of the present invention, it is possible to create a personalized package wrapper which utilizes a user submitted image. The present invention enables a further personalization by permitting a user to place a window on the user submitted image, move the window to a desired part of the user submitted image, and use this portion of the image to create the personalized package wrapper. This feature is not shown or suggested in any of the applied references, whether the applied references are considered individually or in combination.

Therefore, the references to Jennel and Hinton, whether considered individually or in combination, are not believed to show or suggest the features of claim 8.

In view of the foregoing comments, it is submitted that the inventions defined by each of claims 1-3, 5-8, 23 and 24 are patentable, and a favorable reconsideration of this application is therefore requested.

Respectfully submitted,

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